# What DiSC all about

This "**DISC**" learning approach is about core competencies model approach

Core Competences Model
Inside-Out Strategy Model
(Prahalad & Gary Hamel)

- The Core competencies model of Hamel & Prahalad is an inside-out corporate strategy model that starts the strategy process by thinking about the core strengths of an organization.

- The outside-in approach (such Porter's) places market, competition & customers as the starting point of the strategy process.
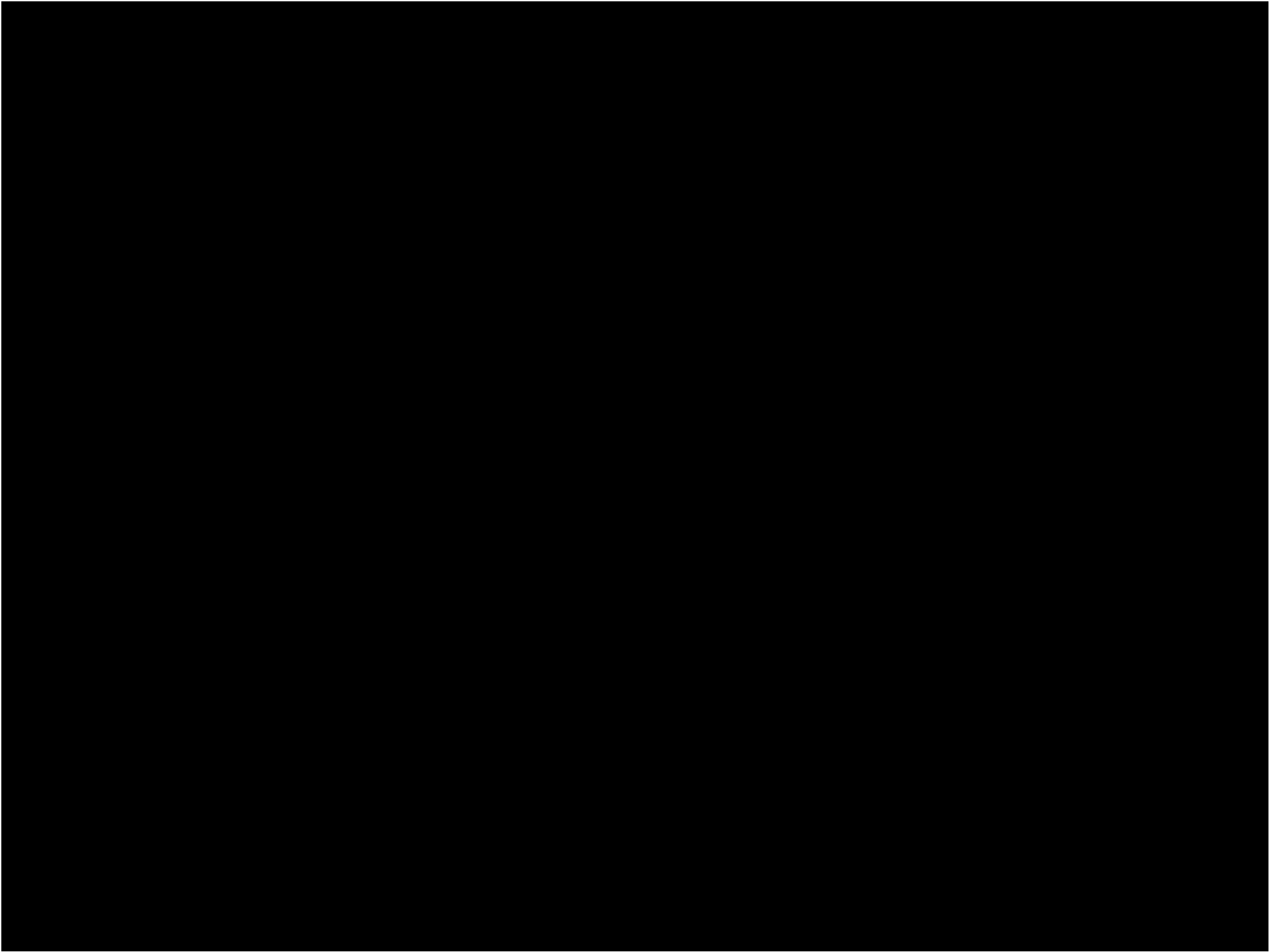
Core Competences

model of Critical-Leadership of Senior-Management in Corporation to support a growth strategy

Engelhard's Senior Management Competency Model

(Behavioral Description)

Engelhard's Basic (core) behavioral Description

- Professional Maturity
- Interpersonal Sensitivity & Communication
- Big Picture Perspective & Thinking Skills
- Drive for Business Results
- Change Leadership
- Business & Customer Knowledge
- Developing Trust
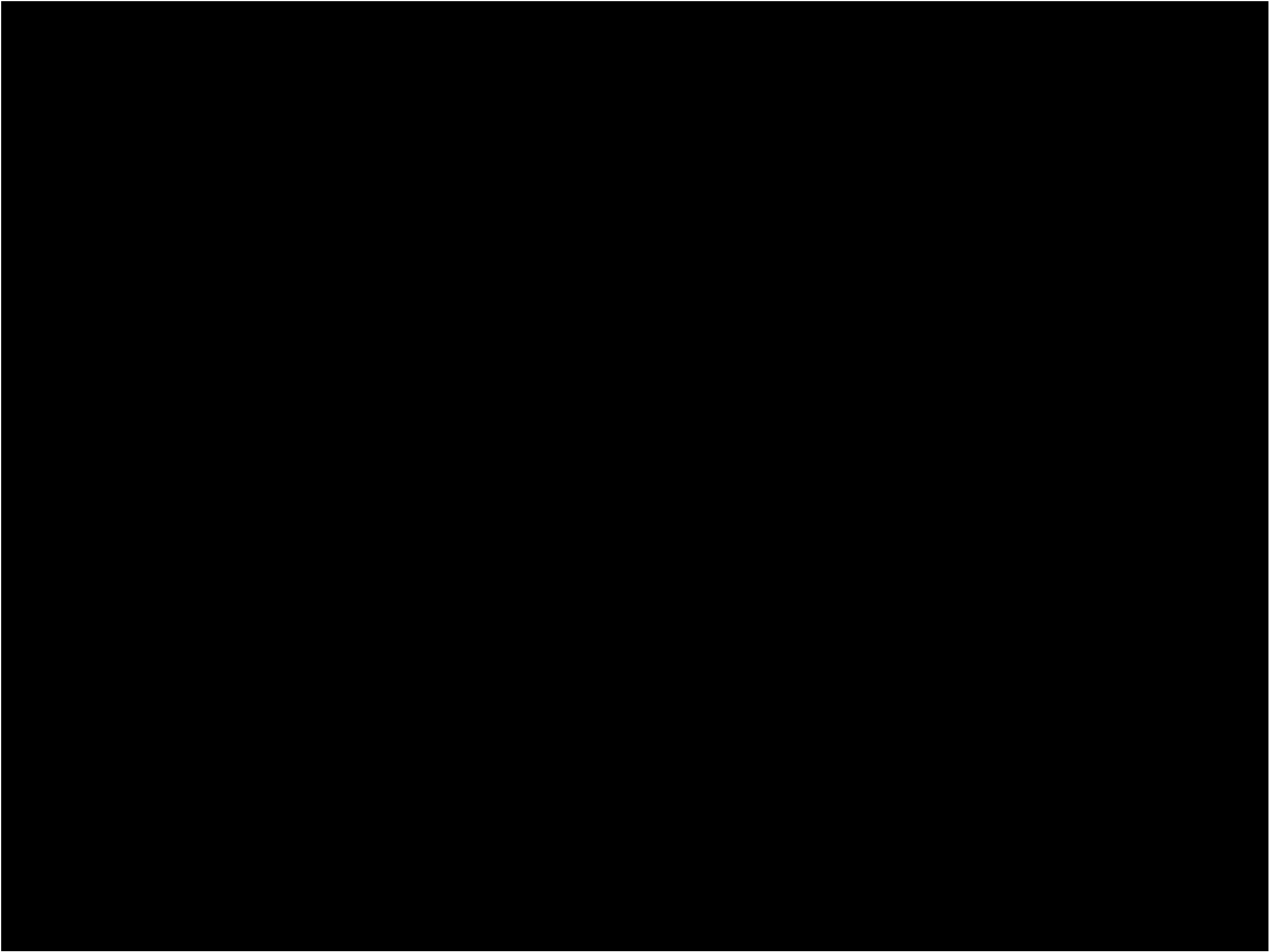
DiSC

is about <u>be</u>haviour as a function of personality and environment

$$\underline{b} := \int\grave{}\,(\text{personality}, \text{environment})$$

ATTITUDE

The very important thing about personality and human-side is about ATTITUDE
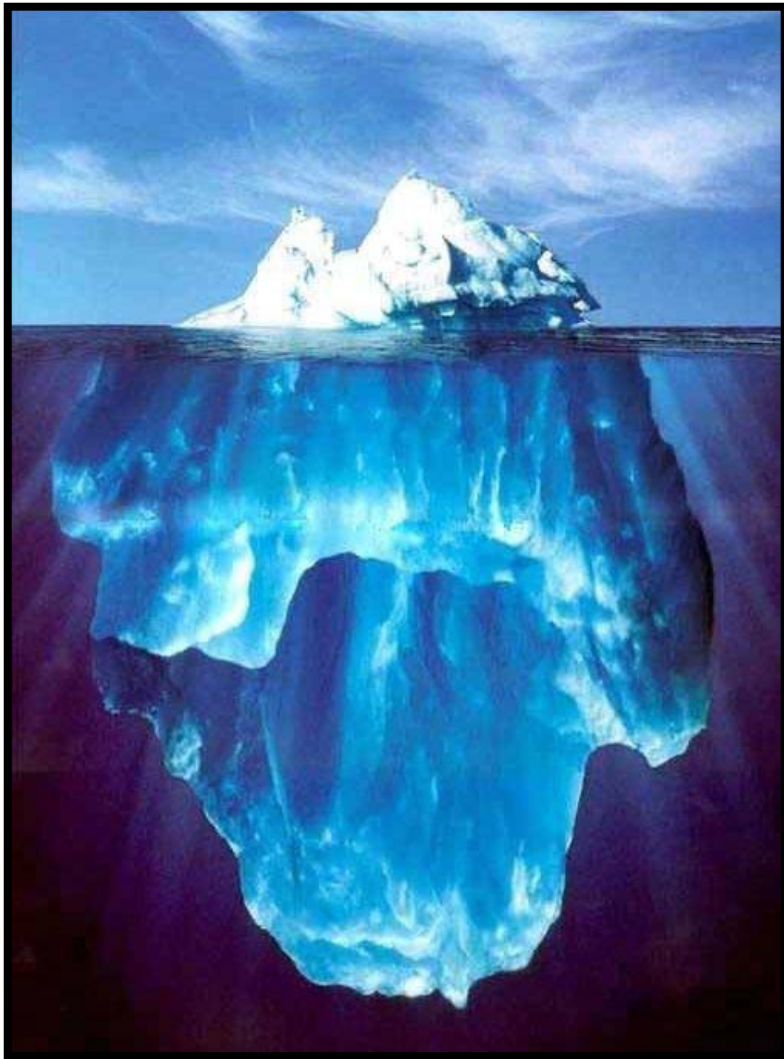
ATTITUDE

IS

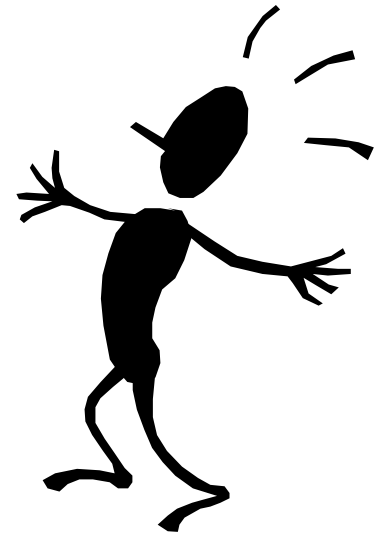# EVERY THING

THE ICEBERG

HOW MUCH DO YOU SEE OF AN ICEBERG?

THE ICEBERG

ONLY 10% OF <u>ANY</u> ICEBERG IS VISIBLE. THE REMAINING 90% IS BELOW SEA LEVEL.

THE ICEBERG

**VISIBLE
ABOVE SEA LEVEL**

10 %

SEA LEVEL

**INVISIBLE
BELOW SEA LEVEL**

90 %

THE ICEBERG

KNOWN
TO OTHERS

KNOWLEDGE
&
SKILLS

SEA LEVEL

UNKNOWN
TO OTHERS

ATTITUDE

THE ICEBERG

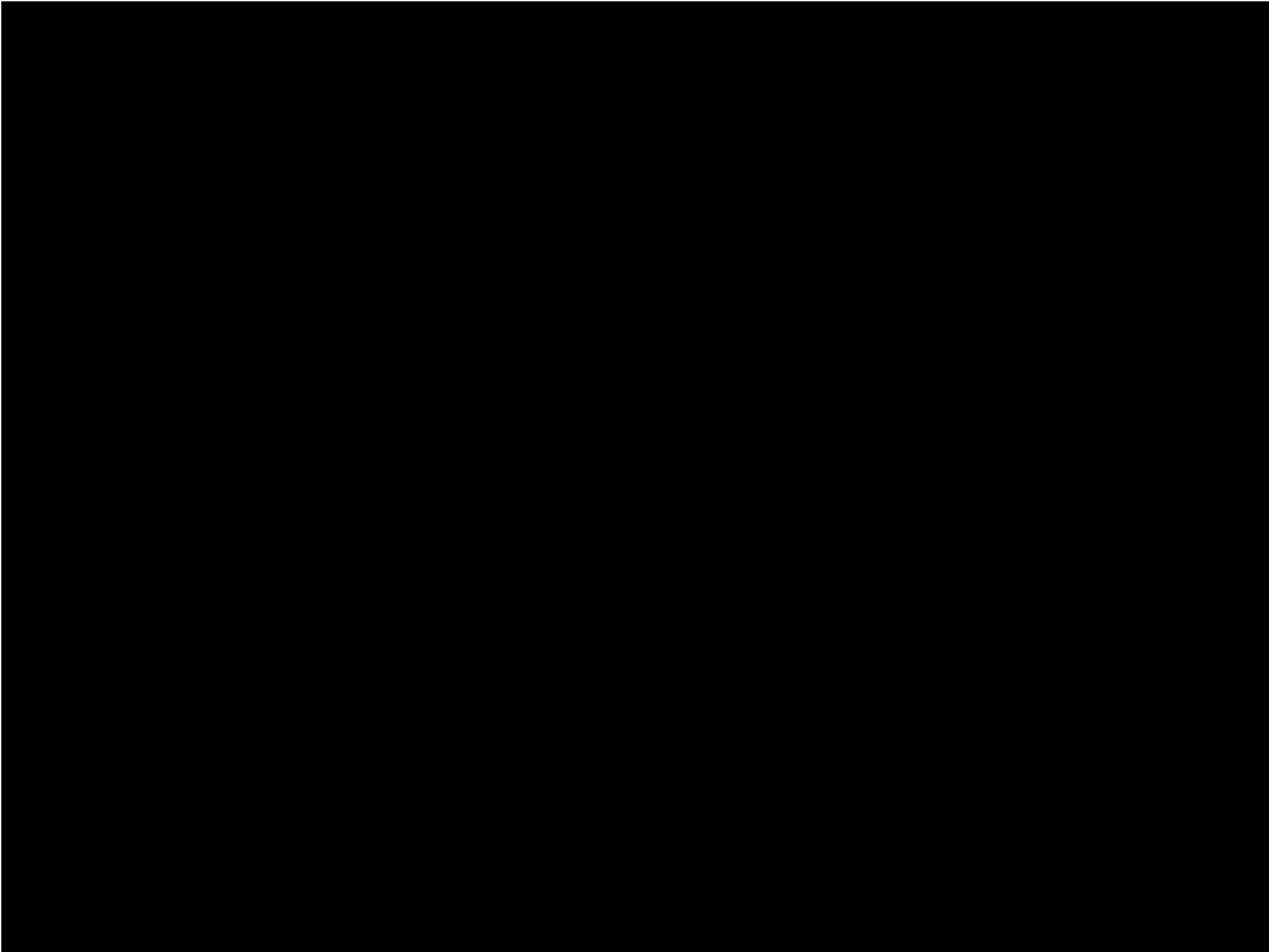**KNOWN TO OTHERS**

BEHAVIOR

SEA LEVEL

UNKNOWN TO OTHERS

IMPACT

VALUES – STANDARDS – JUDGMENTS

ATTITUDE

MOTIVES – ETHICS - BELIEFS
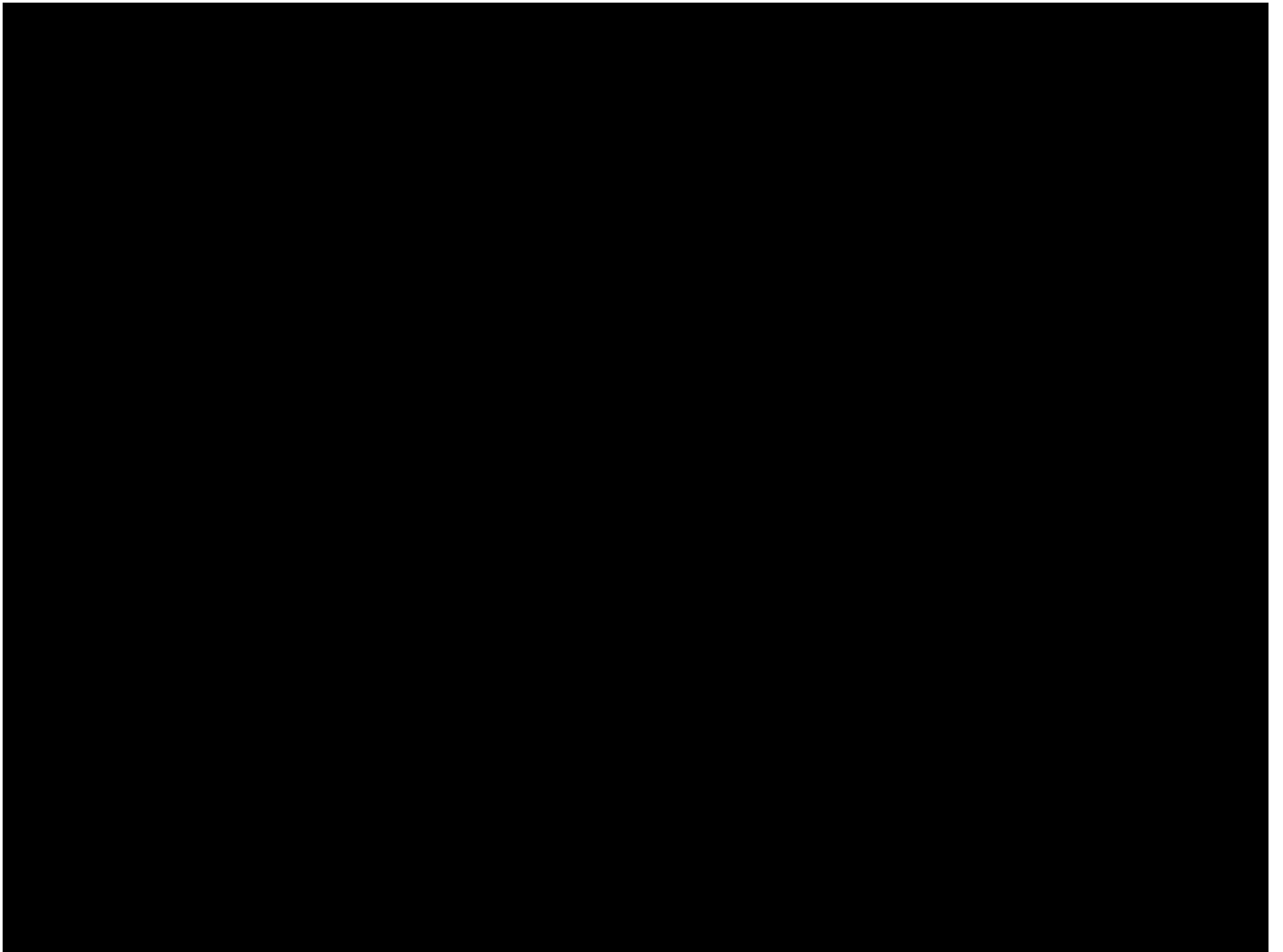
Unconscious Competence

Conscious Competence

Conscious Incompetence

Unconscious Incompetence

Learning Stages to become competence

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Overview Highlights of
DISC

***Dominance* (D)** – Describes how people respond to problems & challenges.

***Influence* (I)** – Describes how people influence others to their point of view.

***Steadiness* (S)** – Describes how people respond to the pace of the environment.

***Conscientious* (C)** – Describes how people respond to rules & regulations set by others.

# William Moulton Marston
AB (1915), LL.B (1918), Ph.D. (1921)

- 1928 Book *The Emotions of Normal People*
- 1930 Book *The Art of Sound Pictures* with *Walter Pitkin*
- 1931 Book *Integrative Psychology* with *Marston & King*
- 1932 Book *The Psychology of Consciousness* with *C Daly King*
- 1932 Book *The Private Life of Julius Caesar – Venus with Us*
- 1936 Book *You Can Be Popular*
- 1938 Book *Try Living*
- 1938 Book *The Lie Detector*
- 1941 Book *March On*
- 1941 Comic Strip *Wonder Woman* Pen Name, *Charles Moulton*
- 1943 Book *F.F. Proctor Vaudeville Pioneer* with *John Feller*

Basic Concepts
OF MOTIVATIONAL BEHAVIOR

- You cannot motivate other people.

- All people are motivated.

- People do things for their own reasons, not yours.

- A person's strength overused may become a limitation.

Basic Concepts
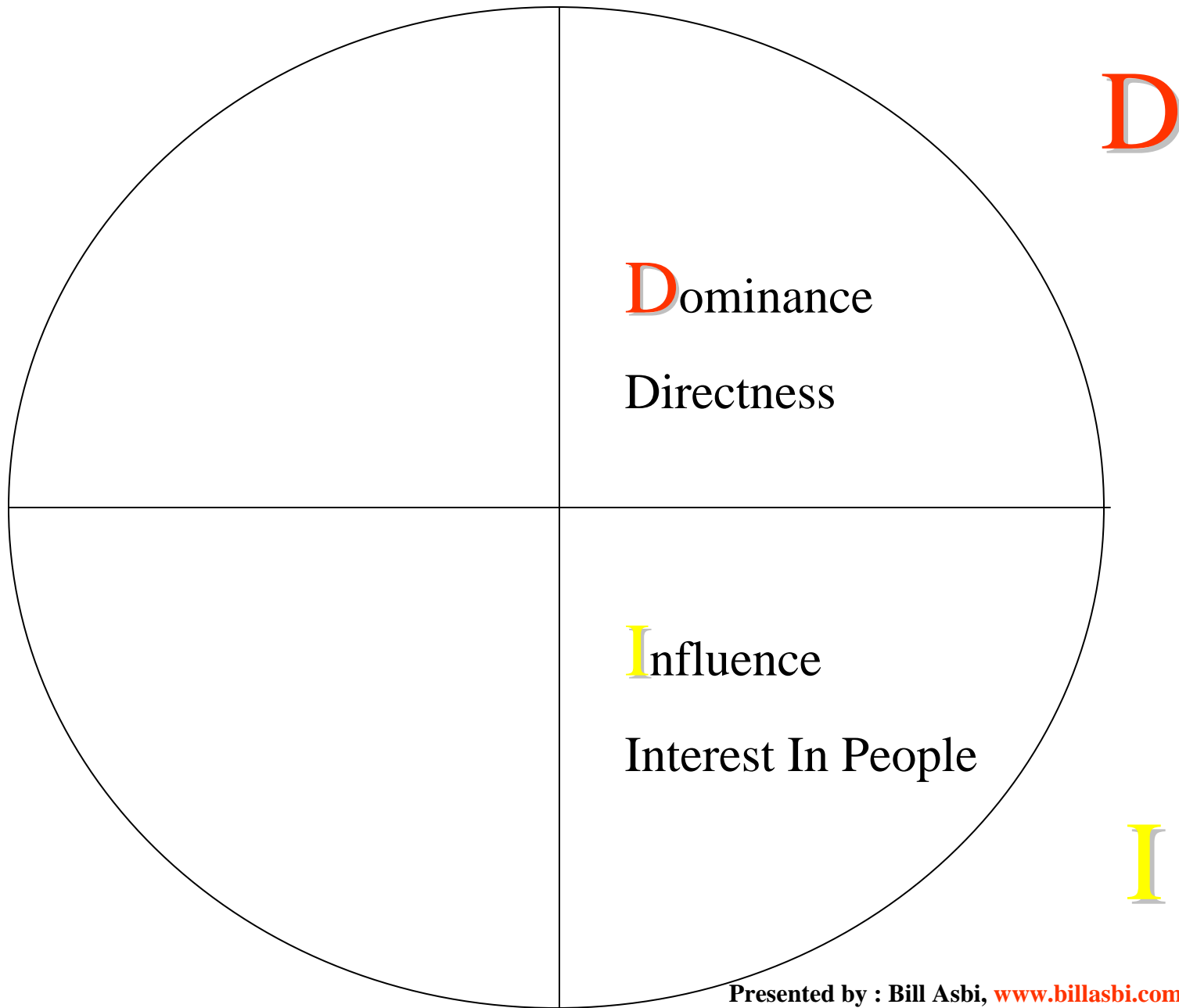## OF MOTIVATIONAL BEHAVIOR

- If I know more about you than you know about me, I can control the conversation.

- If I know more about you than you know about yourself, I can control…

D

Dominance
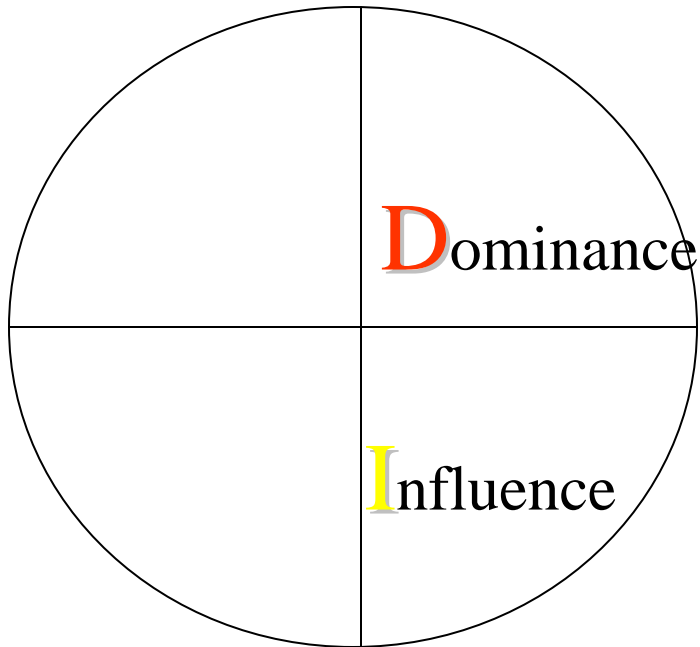
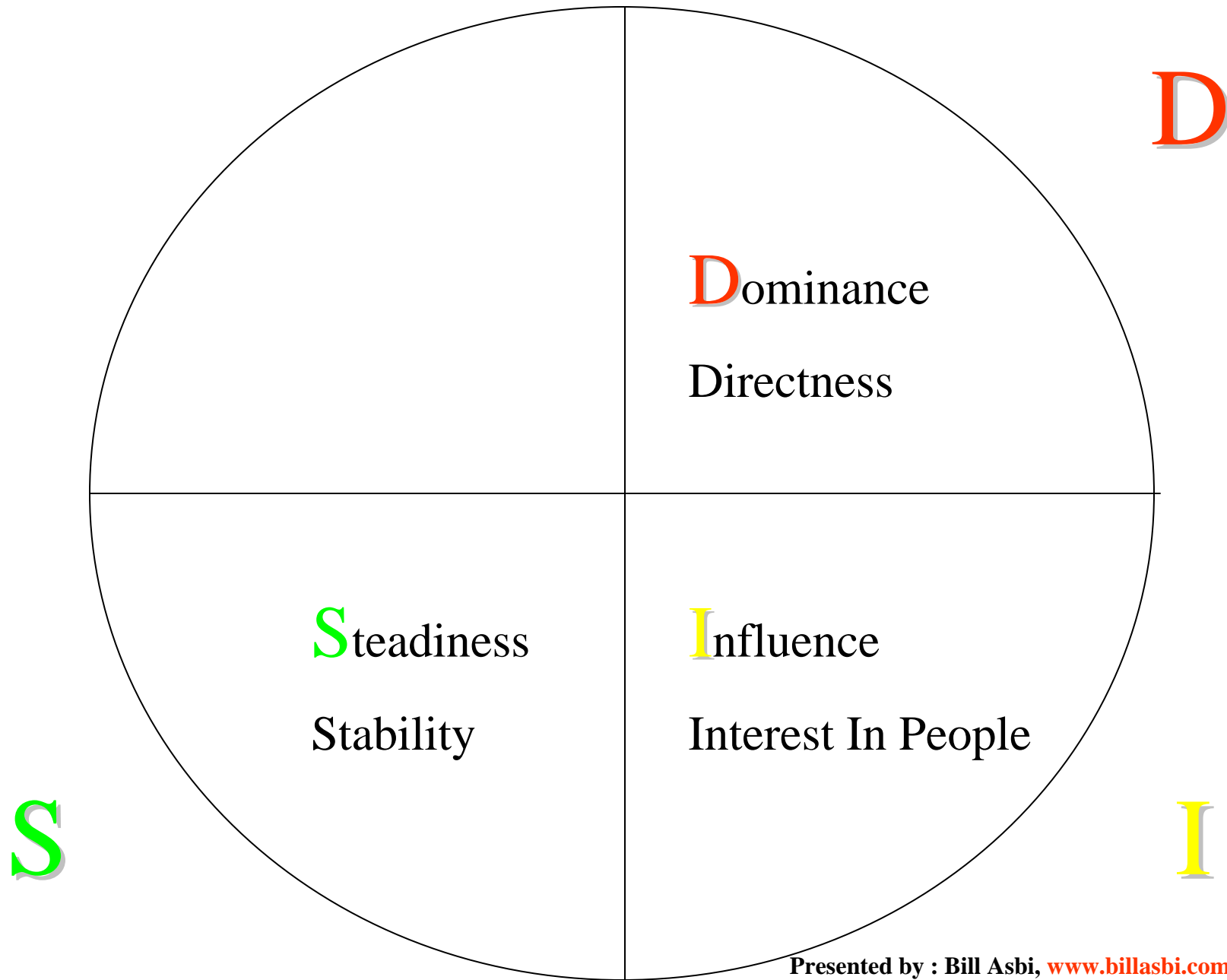Directness
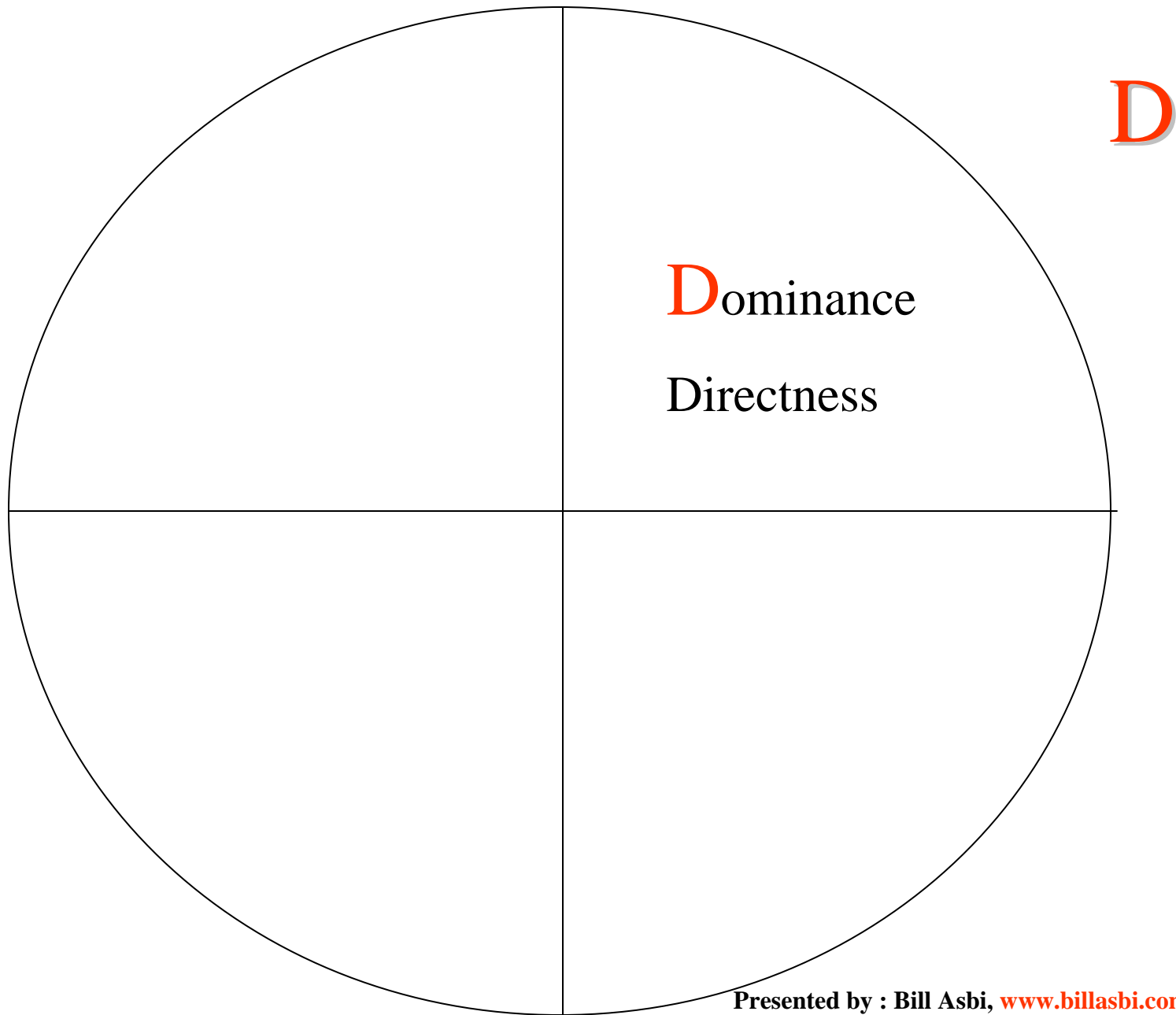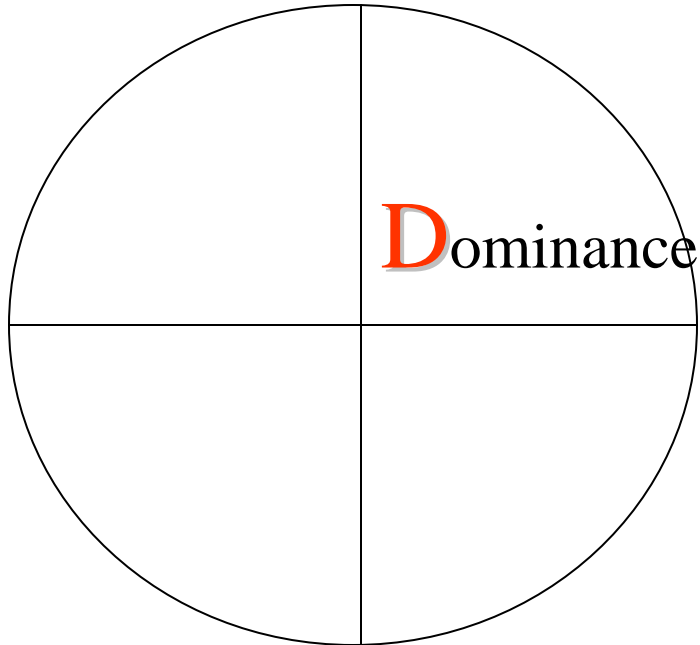
D Behavior Tendencies:

1. Impatience

2. High Ego Strength –
   High in Self-Confidence

3. Desire Change – Can
   Make Decisions on Very
   Few Facts

4. Need Direct Answers

5. Fear Being Taken
   Advantage Of

Dominance

D

Dominance

Directness

Influence

Interest In People
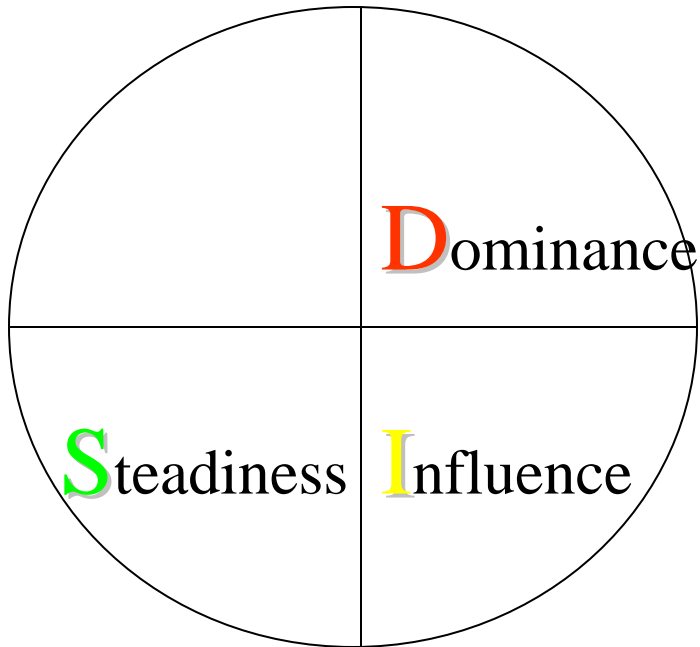
I

Dominance

Influence
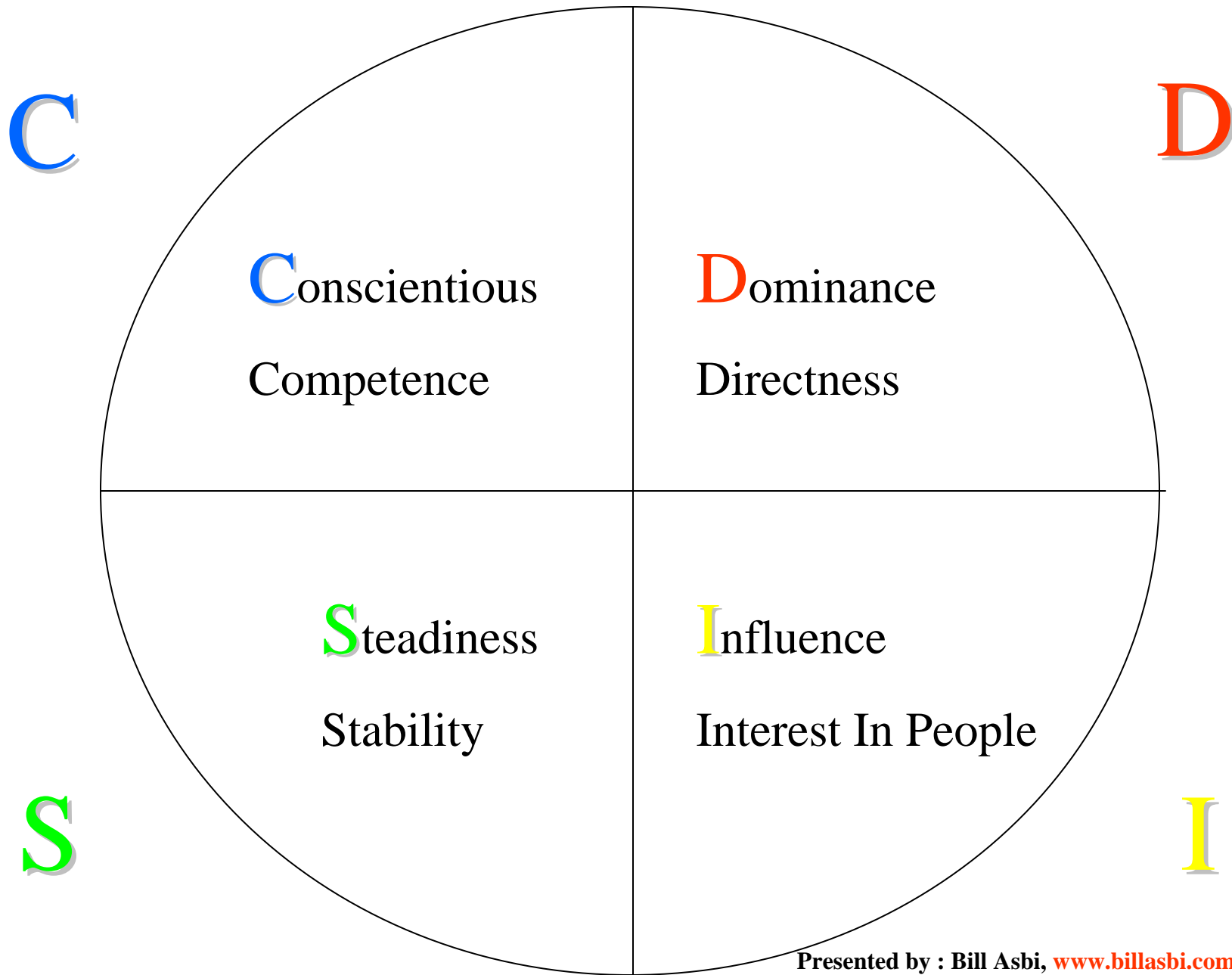
I **_Behavior Tendencies_**:

1. Emotional

2. People-Oriented – Persuasive – Often Have Ideas

3. Disorganized

4. Optimistic – Can Make Decisions on Whether It Sounds Good

5. Fear Loss of Social Approval

D

Dominance

Directness

Steadiness

Stability

Influence

Interest In People

S

I

Presented by : Bill Asbi, www.billasbi.com
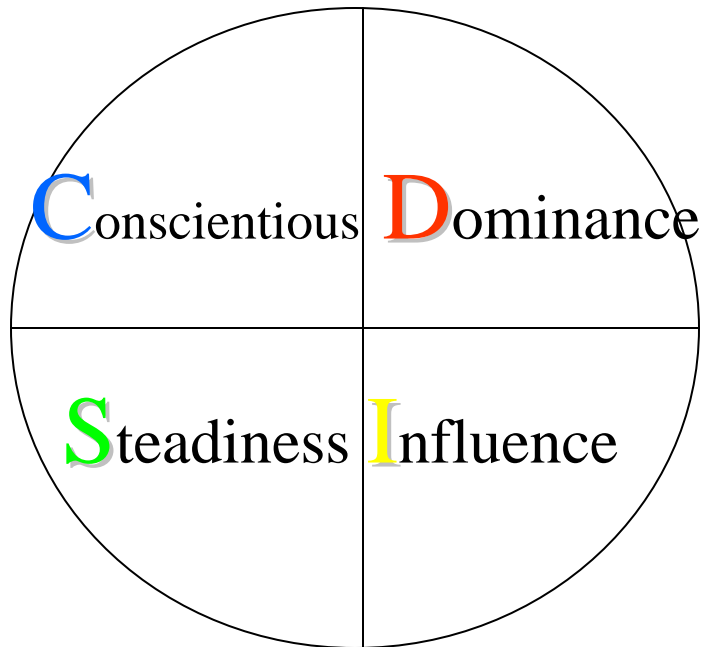Source: www.discprofile.com

S ***Behavior Tendencies***:

1. Loyal – Team Person – Good Listener - Patient

2. Family Oriented

3. Possessive

4. Slow to Change – Base Decisions on Their Trust in You

5. Fear Loss of Security

C

D

Conscientious

Competence

Dominance

Directness

Steadiness

Stability

Influence

Interest In People

S

I

C *Behavior Tendencies*:

1. Perfectionist

2. Sensitive

3. Accurate – Base Decisions on Information – Pros & Cons

4. Need Many Explanations

5. Fear Criticism of the Job
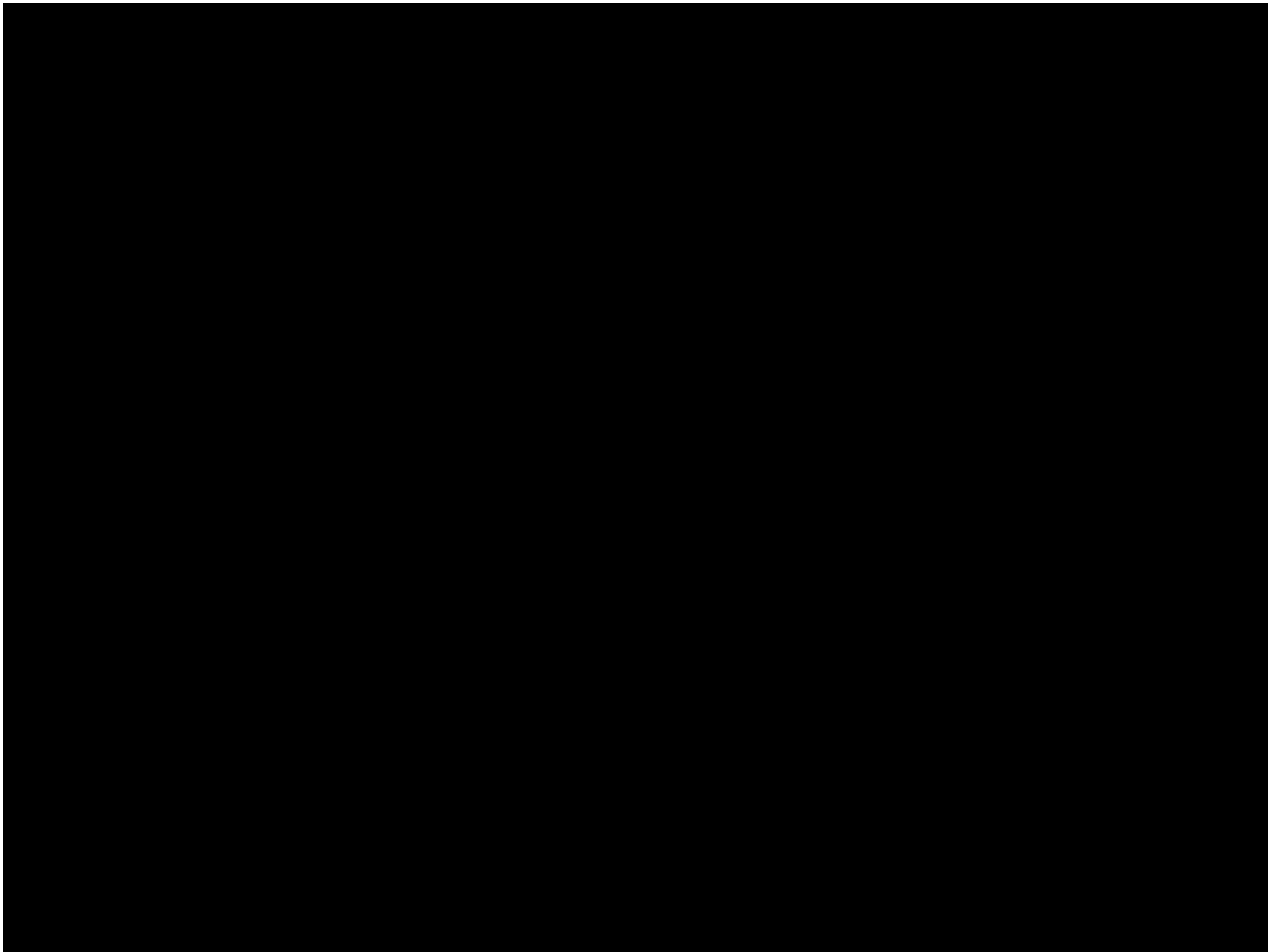
"Communications Suitability"

Relationships are foundation of Life, and Communication is foundation of Relationships

Communicating With a "D"

Do:

☞ Be Brief, Direct, and to the Point

☞ Remember They Desire Results

☞ Answer "What", not "How"

☞ Focus on Task, Cut Small Talk

☞ Identify Opportunities/Challenges

Communicating With a "D"

Don't:

☞Ramble

☞Repeat Yourself

☞Waste Time

☞Make Statements without Support

Communicating With an "i"

Do:

☞ Allow Social Time

☞ Give Them Opportunity to Talk

☞ Show Excitement

☞ Involve Brainstorming/Creativity

☞ Ask Feeling/Opinion Questions

☞ Help Transfer Talk to Action

Communicating With an "i"

Don't:

☞ Skip Introductions

☞ Do All in Writing

☞ Give Lots of Details

☞ Answer "Why", Not "What" or "How"

Communicating With an "S"

<u>Do:</u>

☞ Go Slow and Easy/Be Patient

☞ Earn Trust

☞ Show Genuine Interest

☞ Draw Out Their Opinion

☞ Provide Reassurance/Show Benefit

☞ Answer All Questions

Communicating With an "S"

Don't:

☞ Rush Decision

☞ Be Pushy, Aggressive, Demanding or Confrontational

☞ Be Vague/General

Communicating With a "C"

Do:

- ☞ Prepare in Advance

- ☞ Use Facts/Be Specific

- ☞ Address Pros and Cons

- ☞ Use Logical/Organized Approach

- ☞ Be Patient, Persistent, and Diplomatic

Communicating With a "C"

Don't:

☞ Answer Questions Vaguely/Casually

☞ Socialize

☞ Rush

☞ Forget Documentation